

ABSTRACT OF THE DISCLOSURE

The method for communication between a central computer, such as a server, and various remote computers communicate information regarding the on-line behavior of the remote users to the central computer during an internet session, which typically includes various URL's. The central computer analyzes this on-line behavior and directs advertisements to each user based on the remote user's on-line behavior. These advertisements are typically streamed onto a taskbar shaped area on the screen of the remote user. Additionally, information regarding the awarding of future prizes is streamed to the user and displayed on the taskbar shaped area. Information regarding the awarding of the prize is likewise streamed to the user and displayed on the toolbar shaped area. Typically, a user must be logged on during the communication of the information regarding the awarding of the prize in order to be eligible for receiving the prize.